SPECIAL P... ...CTIC

EAST WEST 東西報

THE CHINESE - AMERICAN JOURNAL • PUBLISHED EVERY WEDNESDAY • VOLUME 5, NUMBER 33 • AUGUST 18, 1971 15 CENTS

Court denies stay on SF busing

The United States Court of Appeals turned down the Board of Education's request for a stay, virtually insuring integration of the city's 97 elementary schools by busing children this fall.

Deputy City Attorney George Krueger immediately issued a statement saying he would appeal to the U.S. Supreme Court to halt the integration order.

But both advocates and opponents of busing agreed there was little hope that Supreme Court Justice William O. Douglas, to whom the appeal would be made, would overturn the appellate court here.

If Douglas refuses, some 46,000 students in grades kindergarten through six would be involved in one of the most massive busing plans ever implemented in an American city, north or south, when school opens this fall.

Each of the 46,000 would have to be bused to one of two elementary schools he will attend during his first six grades. The plan insures they would live close enough to the other school to walk. If he is bused for the first three years, he would walk for the next three and vice versa.

LETTERS ON BUSING ARE IN THE MAIL

Letters telling parents which school their child will sttend in the fall and whether he will walk or take the bus are being mailed out this week.

Don Johnson, director of the city school district's Office of Desegregation and Integrations, said that during the week of August 30th, parents will get additional information by mail.

If the child is to be bused, the parent will be told where the child is to be picked up and at what time.

If the child lives close enough to his assigned school, a safe walking route will be suggested for parents. Other related safety information will be included.

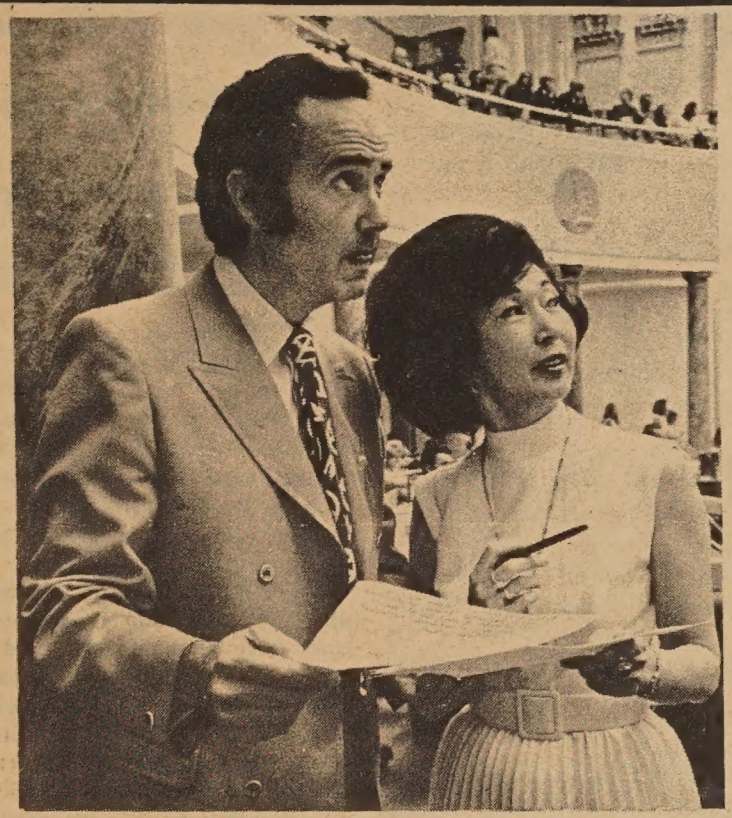
The information, Johnson said, will go to residents in all seven zones of the district's Horseshoe Integration.

HOLDUP-KIDNAP SUSPECT NABBED

The second suspect in the holdup and kidnapping case of Daly City shopkeeper Alan Mayeda has been arrested. He is Allen Yow, 17, of San Francisco.

Earlier, Albert Lew, also 17, had turned himself in to police. The case is expected to be brought up before the San Mateo county juvenile court soon.

Send Us Clippings from Your Hometown Papers



Assemblyman Burton discusses his airplane noise pollution bill with Assemblywoman March Fong of Oakland. Mrs. Fong is chairman of the Assembly Environmental Quality Committee. Burton's bill to ban planes which make too much noise has passed the Assembly and is pending in the Senate.

Chinese Demos laud, chide Nixon's move

In a letter to President Nixon, the Chinese-American Democratic Club (CADC) commended the President "for taking a historically unprecedented and significant step towards improving the relations between the United States and the People's Republic of China." The CADC was referring to the President's forthcoming trip to Peking "to seek the normalization of relations between the two countries and also to exchange views on questions of concern to the two sides."

"May we assure you," said the CADC letter, "that the overwhelming majority of the Chinese-American community in the U.S. is most supportive of your quest for the normalization of relations and is hopeful that such a trip will bring about a better understanding between the two countries."

The CADC, the letter continued, "is committed to work for a better relationship between the Chinese and the American people—and to promote an American policy of peace, understanding and cooperation with the People's Republic of China."

The same letter also commended the President for suspending American flights over China by manned SR-71 spy planes and unmanned reconnaissance drones and for halting the dispatching of special CIA-supported teams of Lao tribesmen on reconnaissance into China to avoid any incident that might interfere with the President's trip to Peking.

The CADC further urged the President to include Chinese-Americans in the presidential party that will visit Peking because, "by virtue of our historical and cultural link with the 750 million mainland Chinese, we are able to offer a unique understanding of China that most Americans lack." Moreover, "we think it will be a good gesture to have some Chinese-Americans in the delegation to Peking."

However, the same CADC letter expressed "regret" that the President is pursuing a "two-China policy," as announced by Secretary of State William P. Rogers on August 2. "As you know," said the CADC letter, "that policy is vehemently opposed by both the People's Republic of China and the Nationalists."

"The CADC is opposed to such an unacceptable policy. We urge you to recognize the People's Republic of China as the legitimate government of China and to acknowledge that Taiwan is an integral part of China (as the U.S. did prior to the Korean War) and accept the question of Taiwan's re-unification with the mainland as strictly an internal affair of China, to be determined solely by the Chinese people without American intervention."

As a step toward the implementation of a one-China policy, the CADC urged the President to "withdraw all American military bases and forces from Taiwan and the Taiwan Straits and acknowledge that the government of the People's Republic of China is the legitimate representative of China in the UN."

The letter, according to Club president Miss Gimmy Park Li, is "a follow-up" of the policy statement on US-China relations, adopted by the CADC on July 8, 1971.

Grant to aid 200,000 HK refugees

WASHINGTON—The State Department has agreed to release an initial $100,000 to help needy refugees in Hong Kong who intend to emigrate to the United States, Sen. Hiram L. Fong reported last week.

Some 250 Hong Kong refugees per month of the estimated 200,000 in the British crown colony currently are eligible for conditional entry into the United States under the U.S. refugee program.

"I am very happy now that this aspect of the immigration policy of the United States is being implemented equally and justly in Asia as well as other parts of the world," Fong said.

The $100,000 will be used to cover costs of such aid as interest-free transportation loans, English language instructions, medical examinations and X-rays, visa fees and integration assistance so the refugees can be assimilated more easily into the American way of life.

The funds were released following meetings and exchanges of letters between Fong and various officials concerned, including Francis L. Kellogg, Special Assistant on Refugees and Migration Affairs to Secretary of State William P. Rogers.

During these exchanges, the senior Senator from Hawaii pointed out that the refugees from Hong Kong, because of the lack of assistance made available to those from Europe, having to go into heavy debt, being exploited through usurious interest rates, and having difficult times adjusting to their new surroundings.

Fong stressed to those in charge of the U.S. refugee program that Asian refugees should receive the same treatment accorded those from Europe.

A U.S. refugee center was established in Hong Kong last Nov. 1 following strong representations by the Senator. The center processes the conditional entry applicants.

Also, at the insistence of the Senator, U.S. immigration authorities a few months later allocated 250 entry visas per month to the refugees in the Crown Colony. Until then very few, if any, got U.S. entry under the refugee category provided for in the 1965 Immigration and Nationality Act.

Seamtress victory marks breakthrough

The Human Rights Commission, active for some time in efforts to obtain compliance with Federal wage and hour laws by Chinatown garment shop operators, learned at its regular meeting last Thursday that a landmark case, in which a jury awarded back wages plus punitive damages to a woman complainant, has pointed the way to some more positive developments in the compliance field.

Jack Siedman, an attorney in the Chinatown–North Beach office of the Neighborhood Legal Assistance Foundation, told the HRC that a Federal District court recently awarded a woman worker $1,655 as reimbursement for underpayment and $1,655 punitive damages, the first time a subcontractor has had this extra penalty for non-compliance.

Siedman said the Foundation originally filed two suits: one included the prime contractor and the subcontractor and was settled out of court, presumably because of the desire to avoid exposure of charges of violation of Federal work statutes; and the second, the trial suit, which named the subcontractor alone. He reported that bringing such suits had been almost impossible in the past because of the difficulty of finding women workers in the shops who were willing to sign complaints.

Officials of the U.S. Department of Labor's Wage and Hour and Public Contracts Divisions also reported to the HRC that as a result of this important case and of increased agency efforts, more complaints are coming into them and more women are becoming willing to give evidence in minimum wage law violation investigations.

John M. Silver, Area Director of the Divisions, said that the non-compliance situation had existed for a long time in Chinatown, but that until quite recently it had been difficult not only to find workers willing to give evidence and bring charges, but also to build cases that had a good chance to win.

Richard Cheung, a compliance officer, explained the difficulties of maintaining surveillance of alleged offending shops, many of which run far beyond working hours and whose wage and hour records have been shown to be inaccurate and incomplete.

Leonard Kingsley, Chairman of the HRC, made it clear that the Commission would continue its concern and involvement in the problems of the Chinese women workers, and Commissioner Victor Medearis commented that it appeared to him that the women were suffering as they did because of discriminatory practices against them because they are Chinese.

Attorney Siedman indicated that his office was considering ways to hold responsible the prime contractors (downtown manufacturers which supply materials to subcontractors for producing finished garments) for underpayments resulting from the piece rates they set.

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EDITORIAL

LET US JOIN HANDS

Since the US Court of Appeals, in separate decisions, has rejected efforts to eliminate Chinese children from the city's plan to integrate schools by busing and has turned down the Board of Education and the Concerned Parents Association's request for a stay, both proponents and opponents of busing now agree that the integration of the city's 97 elementary schools by busing this fall is virtually inevitable. Further legal action will take place when the schools are integrated. In view of this situation, we now call upon all men of good will, regardless of whether they have been for or against busing, to join forces and cooperate with the school Board in an orderly implementation of the court ordered "Horseshoe Plan."

Considerable damages have already been inflicted upon the schools and children throughout the controversy. For the sake of our children's education and better race relations in San Francisco, it is of utmost importance that mutual hostility be buried and replaced by reason and spirit of cooperation and goodwill.

We are distressed that Quentin Kopp, the attorney representing the Chinese anti-busing force who is planning to run for the Board of Supervisors, has been discussing various alternatives to busing, including possible boycotts. We consider talks of school boycotts devisive and irresponsible. Such an action is unlawful and not in the best interest of our children. We hope that the rich who can afford to send their children to private schools will not use this tactic to deceive and abuse the poor who will not be able to do likewise. Chinese children who are in desperate need of English language instruction will suffer most severely if they were used for that purpose.

We call upon the Board of Supervisors, the Mayor, CACA, Chinese Six Companies and all the leaders of the Chinese community to publicly disassociate themselves from such irresponsible, ill-conceived tactics -- tactics that will surely bring irreparable damage to the education of our children and the society in general.

We further call upon the Board of Education, its adminstrators and teachers to take all possible steps to make sure all Chinese parents and children be adequately informed of how the integration plan will affect them. All school information must be available in both Chinese and English. Bilingual school personnel must be on hand in every school to assure prompt and precise communications.

Finally, we would like to remind the Board that busing in itself will achieve neither integration nor quality education. Along with busing must come also better school teachers, curriculum, facilities and most of all, closer communications between schools and parents.

NOT JUST A CHINESE FACE

Mayor Alioto, in recent months, has repeatedly promisedthat his next appointment to the Board of Education will be someone from the Chinese community. In this age of civil rights and racial equality it is only fitting that a Chinese-American be appointed to this important board which concerns education.

However, the Mayor should not just appoint a Chinese, male or female, solely to satisfy the demand of the Chinese community or to appease and attract women voters.

The appointee must have knowledge and experience in the field of education; but, most of all, the ability, interest and dedication to serve the public schools.

In short, we do not want just a Chinese face. We urge the Mayor to set aside his subjective, political-oriented proclivity and make an appointment based on the ability and suitability of the appointee.

Letters to the Editor

PUTTING US ON ALERT

Dear Editor:

I don't know why I never noticed it before, but I sure do now. Has anybody really looked into these little blue books titled "Confucius Say:"?

Not only is it downgrading the great Chinese philosopher Confucius of 550 B.C. It is humiliating to the Chinese people!

And here we all are griping about racism, women's lib, Nixon, fair rights, equal pay, etc.

It's only little tiny item, but it can be enough to influence anybody's thinking or impression of the Chinese.

It's (the book) been around a long time, and I sure hate to think that nobody cares enough to abolish this kind of trash.

Trash it is, not one bit Chinese, and very harmful. It is no joke; it is offensive to man and woman alike. To even imply under Confucius' name that this is his philosophy.

I want to see something done about this in the near future. I want to see the Chinese do something besides complain and sit on their asses. Not only should it be in English, it should be in the Chinese language section also.

This little blue book should be taken away and burned; every one of them. And I will help.

East/West is getting dull. Put in some Chinese mustard and get something going.

Sincerely yours,
P. Chin
San Francisco

Mandarin Tower sued

The landowners of the property on which the posh Mandarin Tower stands filed a lawsuit here August 3 to evict the firm which owns the building at 950 Stockton Street.

The suit was filed by two California corporations, Tong Git Co. and the Bonaire Development Co.

Mandarin Tower, Inc., the company which leases the property and built the luxury building, owes $33,333.28 in back rent, according to the lawsuit.

The land was leased to Mandarin Tower in 1967 for 99 years for an annual rent of $50,000, the Superior Court suit notes.

The lawsuit asks the court to evict the corporate tenant and award triple damages—provided by California law—to the plaintiffs. If awarded, triple damages would amount to $100,000.

Attorneys for the two firms which filed the lawsuit refused comment on the matter. No spokesman for Mandarin Tower, Inc., was available.

ANNOUNCEMENT

East/West is published fifty times a year. We will be taking a week off next week so there will be no August 25 issue. We will resume publishing on September 1.

City's poor register for EOC poll

San Francisco's Economic Opportunity Council has begun registering voters for the first authentic War on Poverty election her since the anti-poverty program started six years ago.

The election on Sept. 18 will use the City's regular voting booths and City officials will aid EO officials in setting up the ballots and running the election. Registration began Monday and will end Saturday, Sept. 4.

CATEGORIES

EOC officials estimate there are more than 150,000 San Franciscans who, according to family annual incomes, make up the poverty population.

The registration includes signing up young poor people 18 and over.

Voter registration petitions give these income categories:

Family of one, $1900; two, $2500; three, $3100; four, $3800; five, $4400; six, $5000; seven, $5600.

All registrants will have to certify they fit within these categories in order to qualify for the election.

Among the six places to register is 1074 Stockton St. in Chinatown. The main EOC is at 730 Polk St.

EOC officials believe as many as 75,000 persons could register for this election.

14 SEATS

At stake are 14 elected seats on each of five district poverty councils, which will do most of the planning for the $15 million War on Poverty effort here.

Each district council, in addition to 14 elected members, will have nine city officials picked by Mayor Alioto and four representatives from private groups.

The five district councils, in turn, will elect 17 directors of the 36-member governing board for the EOC.

FRENCH CHINESE OPPOSE UN SEAT FOR PEKING

PARIS—Chinese communities in France have started a signature movement to express their opposition to the admission of the Peking regime into the United Nations. The signature book will be sent to U.N. Secretary General U Thant in New York.

The movement was initiated by the Federation of Overseas Chinese communities in France, the Cekiang Fellow Provincials Association and the France Chapter of the Committee for the Promotion of the Chinese Cultural Renaissance Movement.

Despite the French recognition of the Chinese Communist regime in January 1964, many overseas Chinese have remained loyal to the Republic of China.

ISLANDS FLOATING DICE GAME RAID

HONOLULU—Donald S. Wong, Benjamin Ah Yen and Douglas L. Wong were among 11 men arrested in a recent gaming raid.

They were nabbed in what police described as a professional floating dice game in a 10th floor of the Pawaa hotel.

They were charged with taking part in gambling and freed on $100 bail each pending arraignment in district court.

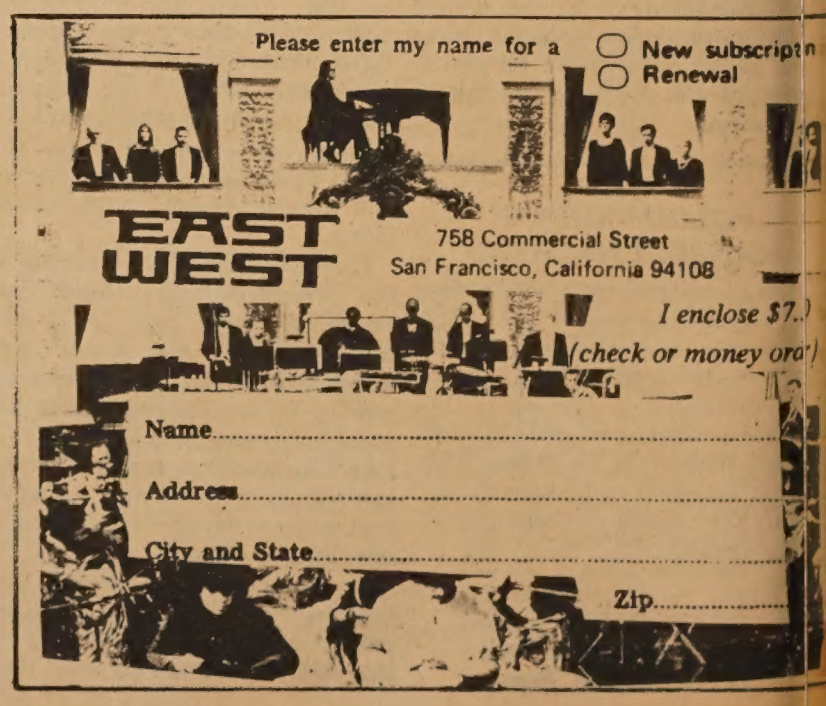
SCRAFITTI PAINTINGS BY SHERMAN FONG

Scrafitti paintings of San Francisco by freelance artist Sherman Fong are currently being shown at Franklin Savings and Loan, 8th and Market, San Francisco through the month of August.

Exhibit moves to Franklin Savings in Danville in September. For more information call Sherman Fong at 221-0365.

POLITICAL WORKSHOP

L. Ling Chi Wang will speak at the Political Workshop Friday, August 20th, 7 P.M. at the YWCA, 965 Clay St. The subject is U.S. relations with China and how it will affect Chinatown.



WHAT IT IS

An idea a day

By JERRY LEE

ONE FROM COLUMN A, TWO FROM COLUMN B, or, ıat "Chop Suey" means to me. This is a deep, penetrat- g, never-revealed story, involving mystery, intrigue and spensive drama in the early days of San Francisco, with small dash of good old Chinese-American ingenuity and ıow-how. This is an exciting and detailed account of the ents surrounding the birth of that often talked about A- erican dish – no, not Raquel Welch,but . . . "Chop Suey."

This eight-lettered or two-charactered Chinese word has ıd the honor of being mispronounced numerous numbers times by the non-Chinese-speaking population. Some of e more notable ones are "Chop 'pig call' " and"Chop'to ove from side to side.' "

Well, back to the story . . . Let's see, if memory serves e correctly,"Chop Suey" was born in the Old Gold Mountin, better known as San Francisco, on a Saturday night. h, yes, now I remember. . . It was Saturday, March 30, 850, during the Gold Rush days. As the story goes, big ıd dirty, rough and tough miners came into The City on eek-ends to do all sorts of geometric things. For example, any got involved in love triangles, some ate a few square eals, while most miners just generally fooled a-round.

Anyway, this one particular night, about a half dozen of ese "white monsters," as they were called, came to a very ıall Chinese restaurant owned and operated by a single ıinese gentleman. As fate would have it, all the food was ld out, and the Chinese fellow tried desperately to explain is to the six hungry miners. The miners, as fate would so have it, were already tired and filled with the cheapest ıuor money could buy, and were certainly in no mood to ok for another place to eat.

The proprietor, who was not gifted in the martial arts, as very afraid that these miners would tear his humble tablishment to smithereens, and so he hurried off into the tchen to see what he could do. He quickly rounded up raps of meat and vegetables, and with that good old Chi- se ingenuity and good old American pressure, he devised dish of scraps of meat and vegetables.

The starving miners gulped down every last one of the craps and told the relieved Chinese restaurant owner that ıis was surely the best Chinese food they ever tasted.

ressing the Chinese owner for a name for this dish, the roprietor was tempted to say, "Ne taih maht, haih nei hk maht," which loosely translated means, "What you see what you get." (But that's another story altogether . . .) nstead, the owner just shrugged his shoulders and said, 'hop Suey," which is just " a little bit ofeverything." And this day, when anyone goes into a Chinese restaurant and d orders "chop suey," Chinese waiters all across the Ori- t are shrugging their shoulders and saying, "Maht the *!@$ Chop Suey?!?"

ON THE MOVE . . . Candy clerk Donald Chin and Wes- y Fong are getting themselves all set for their non-stop ive to Vancouver B. C. on the 29th. Every week-end ior to that date have been or will be filled with non-stop cursions to and back from Yosemite and/or Lake Tahoe, pending on what urge strikes them when they drive around e city at 1 a.m. in the morning. Donald should be all set. 's almost become habit for him to make drivng trips to A. and back without sleep . . . And the Saints' Softball am loses antoher, this time by the score of 13-1. Just like e undefeated Sandbaggers who clinched the number one ot in the league and the valuable round-robin point, the ıints' are a cinch for last place with a perfect record, 0 ins and four losses.

●●●●●●●

THE GOOD FAERIES AT PORTSMOUTH SQ.

The Neighborhood Arts Program of the San Francisco Art Commission presents "Childrens Program." It will be held 1P.M.-5P.M. on Sunday August 22nd at Portsmouth Square, Kearny & Washington Sts. Admission is free.

The musical "The Story Book Ball" features "The Good Faeries." There will be clowns. Balloons will be passed out free. There will also be the Mother Goose Puppet Show, the "Persuasion" Band, and more.

For further information call: Bernice Bing at 558-2335.

Malaysia's UN envoy P.G. is a fighter

KUALA LUMPUR—Phaik Gan Lim, Malaysia's ambassador at the United Nations, is a fighter. She is delicate as a willow, but swings like a heavyweight in her fight for human rights.

Formally, she is Puan or Lady Lim, but most people in diplomatic circles know her as P.G.

Miss Lim's fame is as an internationally known trial lawyer, a leading art patron, a concert pianist, a gifted cook, a party worker and a party goer.

Of her professional roles, she told a reporter, her most satisfying is one noted by the highest woman in Malaysia's government, Welfare Minister Fatimah Haji Hashim: "Fighter for social justice,"

"If I find that something is wrong," she said, fixing the Lim gaze, "I fight . . . if there is a need, I take the case, sometimes when no one else will."

She brought reprieve for a Chinese girl, Lee Meng, sentenced to death for Communist activities in a famed case that reached London's Privy Council. She later won commutations for 11 Communist guerrillas, saving them from hanging.

Her politics has been at odds with the ruling Alliance party despite personal friendships with its leaders. She ran for a state assembly seat on the left-wing Labor party ticket in 1964 and lost.

Her brother Lim Kean Siew, Labor party secretary-general, was briefly a political prisoner. It is no secret she has been closely watched by the security-conscious government. Those in a position to know say the security included telephone tapping, though that cannot be confirmed.

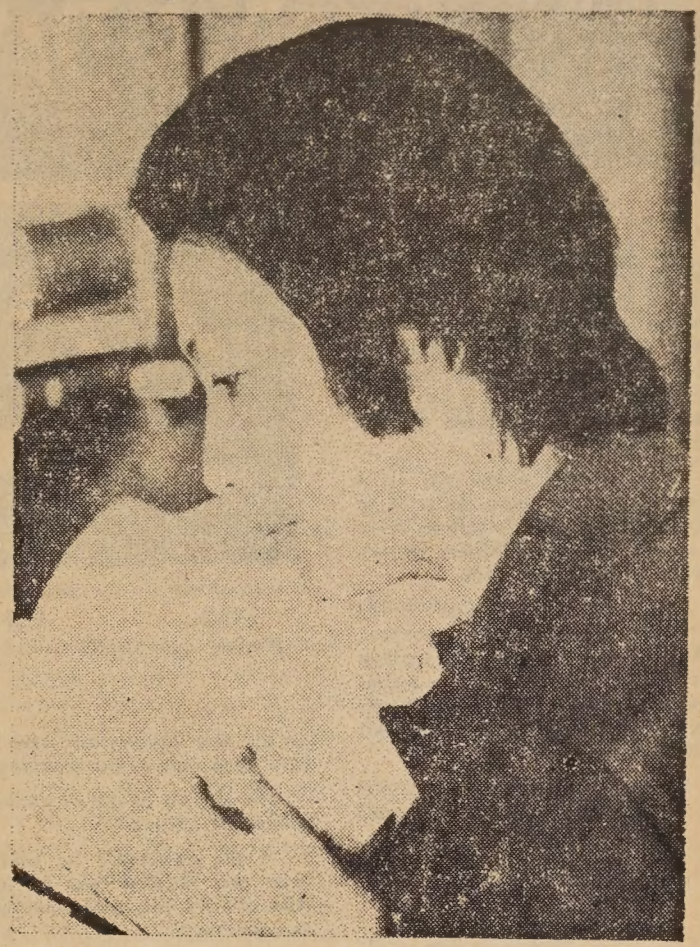
"I don't regret any of it," she said, glancing around the tastefully cluttered fourth-floor law office she has run for nearly 20 years.

"But I'm looking forward to the new post. . . . I suppose it's the challenge of the unknown. Anything can happen at the United Nations."

Miss Lim will be deputy permanent representative with the rank of ambassador. She attended the 1967 General Assembly as a special delegate.

Miss Lim's father was a prominent Penang lawyer and her mother, who originally studied medicine, spent years championing human rights.

Miss Lim was born in London and educated at Cambridge.



Phaik Gan Lim has just been appointed Malaysian ambassador to the U.N.

BRIBE-CONSPIRACY CASE DISMISSED

LOS ANGELES—Dismissal of four counts of bribery and conspiracy against former Los Angeles City Commissioner Fred K. Wong recently brought to an end the three and-a-half month long Chinatown bribery-conspiracy trial.

Similar charges were brought against eight others, including City Councilman Robert Stevenson, and were dismissed by Superior Judge Joseph A. Sprankle after a hung jury resulted in a mistrial.

Sprankle dismissed the charges against Wong, 40, on motion by the prosecution, which said it would not be in the interest of justice to continue prosecution against one defendant. Sprankle thought the defendants were victims of police entrapment.

MISTRIAL LOOMS IN L.A. DEATH CASE

LOS ANGELES—Los Angeles Superior Court Judge Samuel Greenfield has awarded a verdict against Dr. Tad Fujioka and Carl Chiu, a nurse, of Mednick Medical Center in a wrongful death case. However, a technicality of a mistrial loomed when it was reported a juror had overheard remarks made about the case in an elevator before the $1 million case was completed.

Salvador Hernandez, 28, and his two children were awarded $385,000 for the loss of their 25-year-old wife and mother who died Oct. 21, 1967, from potassium bromate, negligently administer for a fluoroscopic examination of the stomach instead of a barium solution.

SEN MATSUNAGA: UN SHOULD POLL TAIWANESE

HONOLULU—Rep. Spark Matsunaga (D-Hawaii) told a dinner crowd that the United Nations should conduct a plebiscite to see whether the people of Taiwan wish to get rid of alleged discrimination and oppression under President Chiang Kai-shek.

Matsunaga said the Taiwanese, who comprise the vast majority of the Nationalist Chinese-run island, are second class citizens because of a "repressive political atmosphere" fostered by Chiang.

He made the comment in a speech before the Japanese Jaycees during a banquet at the Hawaiian Village.

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CHINESE WORD-A-DAY

BY GORDON LEW

" FATHER "

The Chinese, like many other people in the world, call their fathers papa or baba. There are several words for father. The word today, "foo," is a classical one. I think we better keep it classical, for no father today would want his children to call him a "foo."

To be a father is not easy. It is sometimes even more difficult to be a Chinese father's father. Here is a story about a Chinese grandfather who was no "foo."

This grandfather was living with his son and the grandson. The son was a brute. He often scolded and even beat his father and thought that there was nothing wrong for the son to treat his father badly.

However, the grandfather was an old and kindly man. He helped to do the housework and took very good care of the grandson.

Cantonese **FOO** Rhyme with WHO

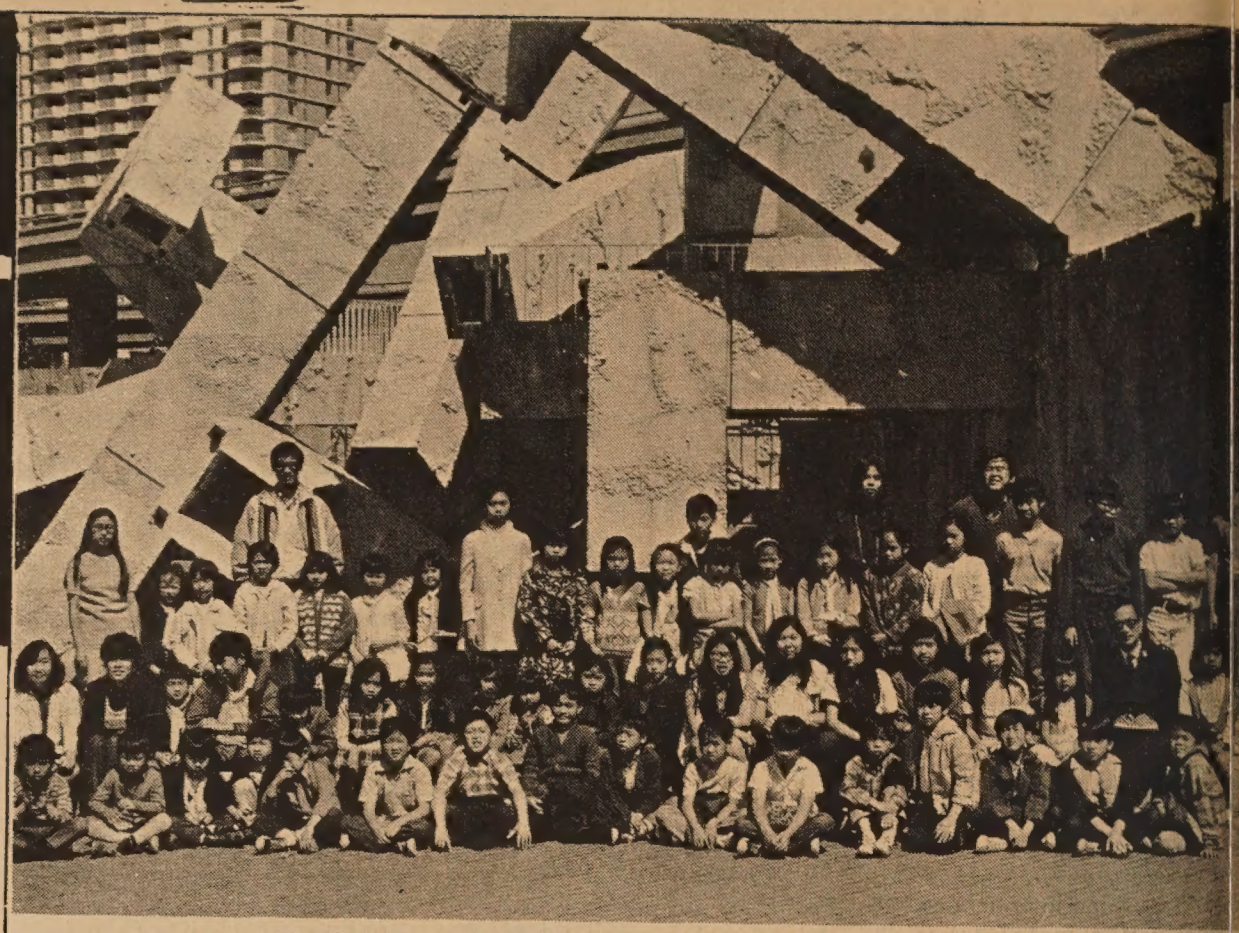
Mandarin **FU**

One day, a neighbor came and asked the old man,

"I am puzzled," he said, "if your son treated you so badly, why should you take care of his son for him?"

The grandfather looked around cautiously and whispered,

"There is really no secret. If this is the way for the son to treat the father, I simply want the child to grow up in a hurry, and hope that he will treat his father the same way."



The Salvation Army Chinatown Corps Day Camp out on an field trip to Embarcadero Plaza. The day camp features Chinese classes, Bible reading and outdoor recreation.

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$100,000 BUILDING FOR STOCKTON CHINESE

STOCKTON—The Lung Kung Tin Yee Family Association broke ground for a $100,000 building on August 1.

The building is on the south side of Market Street between Hunter and El Dorado streets in the Chinatown block of the West End redevelopment project.

The site, immediately east of the Sampan restaurant, was acquired from the Redevelopment Agency for $18,850.

The association plans a two-story building and will establish its headquarters and meeting hall on the second floor. The ground floor will be leased for a restaurant and cocktail lounge, association officials said.

A use permit for the restaurant and cocktail lounge—the seventh restaurant and eighth liquor outlet in the Chinatown block at the time—was granted 2½ years ago.

Among those joining in groundbreaking ceremonies were Frank C. Chiu, and Dr. Thomas B. Chew, co-chairman of the national Lung Kung Tin Yee Association, and Lay Bing Jung, chairman, and Chew P. Chew, vice-chairman of the Stockton association.

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現貨齊備 全美批發

NEMS HAS OPENING FOR SOCIAL WORKER

North East Medical Services announces a job opening for the position of social worker. The holder of the position will assist in the development and administration of services which include intake, eligibility, referral and other duties which would augment the provision of comprehensive health care services.

This person is to participate in the planning and implementation of training programs for paraprofessional and non-medical personnel. A master's degree from an accredited school with specialized study in the field of medical social work is preferred. Knowledge and sensitivity to Chinese-American culture and participation in community activities are important, especially that of the Chinatown-North Beach target area. Bilingual ability in English and Cantonese is desirable but not necessary.

The salary range is from $10,000 to $14,000 per annum. Job applications may be obtained at 615 Grant Avenue, 2nd floor, or the Human Resources Department, 661 Commercial Street, San Francisco, California. Deadline for filing is August 27, 1971.

FEPC POSTERS GO BI-LINGUAL

Now available in Chinese, as well as in English and Spanish, are FEPC posters that outline the California law against discrimination in employment.

The new posters include prohibition against discrimination on the basis of sex, as well as for reasons of race, color, religious creed, national origin or ancestry.

The notices, which are to be posted in hiring offices, on employee bulletin boards, at employment agencies, union halls and the like, provide information for both employers and employees about the State anti-discrimination statute. Main points of the law, remedies available for aggrieved persons, and a list of FEPC offices are included.

BOSTON TASK FORCE GETS HEALTH GRANT

BOSTON—The Chinese Co-munity Health Task Force a-nounces a $38,000 grant receiv from the federal government o plan and develop a new commun health facility for the Boston C-nese community. The facility vl open next year in the Merchan' Association Building.

The task force has just opened new planning office at 205 Har-son Ave. Programs are now bei planned in health educatic, screening, and home health car all to begin later this year. He from the community is neede both volunteer and paid staff po-tions are available.

A secretary/administrative ass-tant position is needed immedia-ly. Applicants should be bi-lingu interested in health and the co-munity. Apply in person at 2(Harrison Ave. or phone 482-445

PG&E REPORTS GAINS IN MINORITY HIRING

One out of every four perso hired by PG&E this year is of minority background.

Minority employees today tot 3,440 men and women, or 14 p cent of PG&E's approximatel 24,450 people.

A breakdown of PG&E's tot minority citizens shows: Blac 1,206; Spanish surname, 1,56 Oriental, 474; American India 198.

Each year since 1968, PG&E ha consistently been able to attract a least 25 per cent minority citizer among its new employees. In 197 the company hired 4,678 people of whom 1,263, or 27 per cent were minority; 572 Black, or 1 per cent; 466 Spanish surname, 1 per cent; 171 Oriental, 3½ per cent and 54 American Indian, 1.2 pe cent.

PATRONIZE EAST/WEST ADVERTISERS

$2.00 PLEASE — I SAW IT IN EAST/WEST — $4.00 PLEASE

The Chinese Public School

Part 1 of THE CHINESE AND PUBLIC EDUCATION IN SAN FRANCISCO

By H. M. LAI

uperintendent Moulder

"I regret to announce that in :veral of the Counties' attempts ave been made to introduce the hildren of Negroes into our public :hools on equality with the /hites. . . . If this attempt to force .fricans, Chinese, and Diggers into ur white schools is persisted in, it ıust result in the ruin of our :hools. . . . The great mass of our itizens will not associate on terms f equality with these inferior races or will they consent that their hildren should do so." With these ords, Andrew J. Moulder, once f Virginia and then California's ird State Superintendent of Pub- c Instruction in 1858, laid the asis for public education philo- ophy in California for the next ıree-quarters of a century. Four- een months afterward State law- akers excluded "Negroes, Mon- olians and Indians" from the ublic schools, and conferred ower upon the Superintendent to ithhold funds from any school istrict admitting such children.

he Chinese Public School

Actually, the legislature had ıerely extended to statewide ap- lication a principle first put into ractice in San Francisco. Already ı 1854, the city fathers there had stablished a Colored School for lacks in the basement of the St. yprian M.E. Church on Jackson nd Virginia Streets. The turn of ıe Chinese came in 1857 when the oard of Education excluded them om the public evening school, uling that since the Chinese "were able to insults by rude boys efore and after school hours, they ad better remain away from our ublic schools."(!)

The Chinese, however, felt that nce they paid taxes, they were ntitled to a public education. The chool Board was repeatedly peti- oned to establish educational fa- ilities. Finally in 1859, following ıe precedent set by the Colored chool, the Chinese Public School as established in a dark basement eneath the Chinese chapel at tockton and Sacramento Streets.

From the beginning the school uthorities were only lukewarm in ıeir support of the project. Three ıonths after its opening, Superin- ndent of Education recom- ıended closing the school, plead- ıg lack of funds. However, the hinese succeeded in again opening ıe school in early 1860, only to ave it closed again shortly after- ards, this time the excuse being ıck of sufficient students. In the ıll of the same year the class was opened in the evening, a time ıore suitable for the many Chinese ho had to work during the day.

For the next decade, the school ruggled to stay alive while a apricious Board of Education lew alternately hot and cold on ıe subject of education for the hinese.

he Student Body

The Chinese school was origi- ally a missionary enterprise, and during early years there was an over-emphasis on religious teach- ings with long prayers and Bible reading. It was not until 1865 that the curriculum was modified and diversified somewhat under the pressure of criticism of both the Chinese and their American friends.

A missionary school in 1900's.

The Chinese were earnest students, and visitors without exception commented favorably upon their avid eagerness to learn. Their teacher reported that once all of his zealous pupils undertook the copying of the entire text of an English-Chinese dictionary from one prepared by the teacher, who himself had spent 10 hours of daily labor for three months to complete it.

The school was poorly equipped and the curriculum limited, but in spite of this the total enrollment grew steadily to over two hundred in 1870; the average daily attendance was only twenty, since many students remained in school only until they learned enough English to obtain positions as clerks and interpreters.

The lone teacher of the Chinese school was given wide latitude by the Board of Education in his administration of the school. He was even allowed to schedule the school vacation at Chinese New Year instead of strictly following the regular calendar of the city school system. And in order to accomodate the needs of different individuals who could not come to school at regular hours, he conducted morning and evening sessions at one point, in spite of the fact the school was nominally an evening school.

Practically all of the students were males, with most of them being young adults ranging from twenty to thirty years of age. There were few girls since, at that time, education for them was considered unnecessary in Chinatown society. The attitudes of the oriental scholars also reflected the social attitudes of Chinese society in America of those days in other ways. For example, those from the merchant class regarded students from lower economic strata as social inferiors, and had to be persuaded by the teacher before they would even condescend to sit on the same bench with their poorer classmates.

Demise of the School

In 1870, reflecting its indifference for the welfare of a politically impotent, voteless minority, the school act passed by the legislature quietly left out any provision for public schools for the Chinese in any way whatsoever. This was sufficient excuse for the school's foes. The school was closed in 1871 and this time it remained closed.

Now the Chinese had only the missionary schools to turn to. Actually these schools had their start even before the opening of the Chinese Public School, Rev. William Speer of the Presbyterian Church having started a class in 1852. By the 1870s, recognizing the needs of the increasing Chinese population and the inadequacy of the public educational facilities, the Methodists, the Congregationists, and the Baptists had also established schools in Chinatown. For more than a decade afterward these were the only educational facilities in the English language available to ambitious Chinese.

(This is the first of a three-part article)

AMERASIA JOURNAL SECOND ISSUE OUT

LOS ANGELES—The UCLA Asian American Studies Center and the Yale Asian American Students Association have announced the publication of the second issue of *Amerasia Journal*, a quarterly devoted to the critical examination of the experience of Asians in America.

Amerasia's sixty-four-page July issue features two articles on Japanese-Americans, a study of Chinese-American personality and mental health, photos of New York Chinatown, and book reviews of recent books on Chinese-American history.

"Chinese-American Personality and Mental Health," written by psycologists Stanley and Derald Sue of UCLA and UC Berkeley respectively, attempts to delineate three major personality types that exist among Chinese in America.

These they call the "Traditionalists," who conform to traditional parental values; the "Marginal Men," who rebel against parental values and adopt purely Western standards; and the "Asian-Americans" who rebel against parental values but try to develop Asian-American values that reconcile discrepancies in the two heritages into which they are born. Case studies of each type are also discussed in the article.

"Our position," the Sues maintain, "is that all three types can attain *self* pride. . . . The real issue is the attainment of pride at what cost to one another."

Yearly subscriptions to *Amerasia* are available for $4.00 from *Amerasia Journal*, c/o Asian American Studies Center Publications, Box 24A43, Los Angeles, California 90024.

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FOR MORE INFORMATION, CALL 982-3922.

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Swimming lessons 10A.M.-1P.M. and free swimming 1:30P.M.-4:30 P.M. in Chinese Playground's portable swimming pool.

Wednesdays at 10:30A.M.

Games and trampoline. Waverly Place between Sacramento and Clay Sts.

Saturday afternoons

An innovative "open studio" course in life drawing continues on a regular basis at the M. H. de Young Museum Art School. Call the Art School at 558-3109 for more information.

Thru August 22nd

Special exhibition at the de Young Museum. "Architecture Without Architects" with examples from 60 countries, from prehistoric to the present.

Tuesday, August 24th, 7:30P.M.

Films "Poetry: Allen Ginsberg and Lawrence Ferlinghetti," "In a Dark Time" (Theodore Roethke) and "Rabbit Hunt" at Chinatown Branch Public Library, 1135 Powell St. Free.

Weds. August 25th, 8:00P.M.

The Zack Thompson Summer Workshop Dance Class presents a primitive & jazz dance demonstration -lecture. Free. Paltenghi Y Youth Center, 1525 Waller St., S.F.

Sat., August 28th, Noon-Midnight
Sun., Aug. 29th, Noon-10:00P.M.

"Summer in the City," a festival of food, films, crafts, dancing to live rock & soul bands, puppetry, minstrels, mimes, theater, story telling, poetry reading, and audience participation workshops, ecology demonstrations, sensitivity training sessions, and games. Minimal door charge. Individual charge for films, food, & some major performances. Artwork and crafts on sale.

Fri., Aug. 6th-Sat., Sept. 25th
2:00P.M.-6:00P.M. Weekly

Ceramic creations by Franklin & Shirley Jew plus wood blockprints and carvings by Sam Daijogo. Canessa Gallery, 2nd Fl., 708 Montgomery St. Reception on Friday, August 6th, 7:30P.M.-11:00P.M.

Thru Mon., Sept. 6th

A choice private collection of 20th Century American watercolors on view at the California Palace of the Legion of Honor.

Opera: Yun premiere in Kiel...

By James H. Sutcliffe

Kiel, Germany

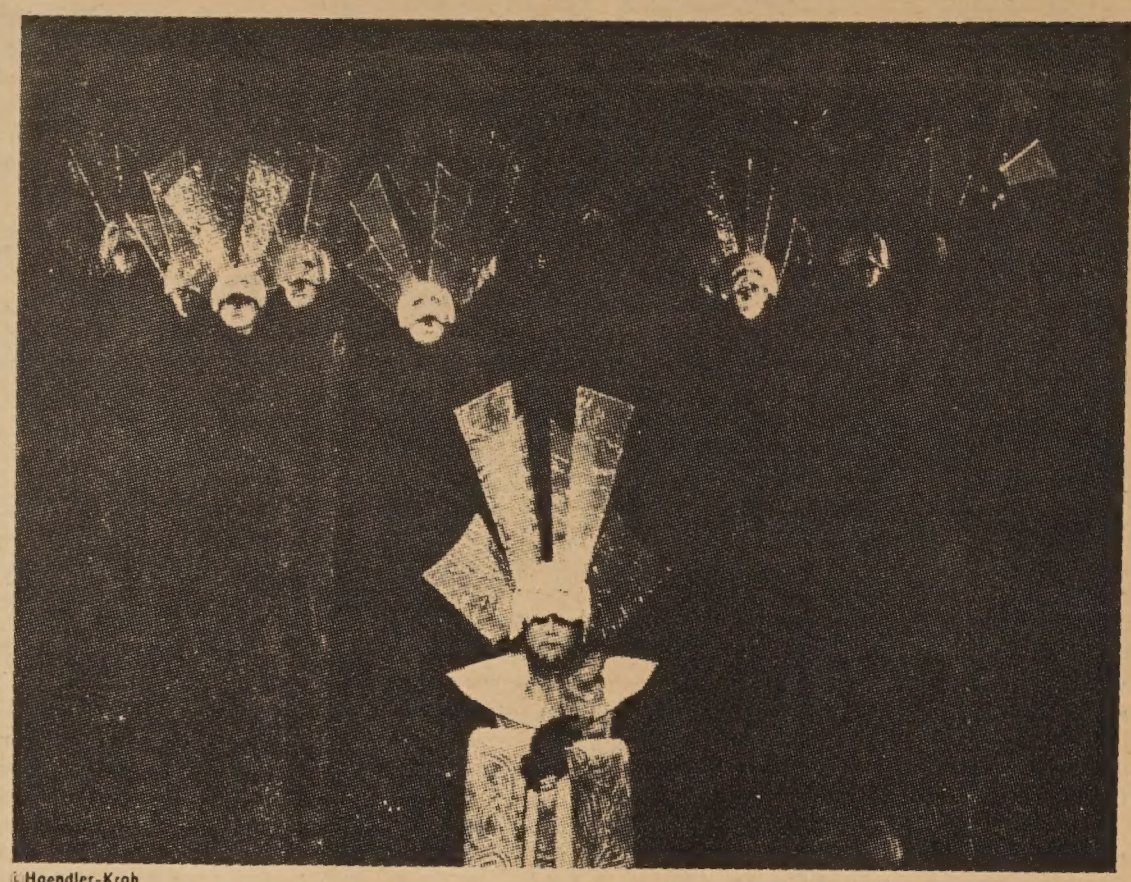
Isang Yun is surely the world's only South Korean composer of 12-tone music. He is also probably the world's only composer to have been seized in 1967 by secret service agents of his own country at Tempelhof Airport in the home city of his choice, West Berlin; transported to a prison in his country; and charged with disloyalty for having made a trip to the North Korean capital of Pjong Yang in 1963 in order to see the famous grave murals of that imperial city.

The international protest at such treatment of a creative artist (with particular pressure being applied by the West German Government on whose territory the act had taken place) reached a high pitch early in 1969 when it became known that Yun was not only in prison but suffering from a heart ailment. It was on the floor of that prison that he put the finishing touches to his two-part opera "Dreams," premiered in Nuremberg in February of that year.

When Yun was released and returned to his residence in the citadel town of Spandau, West Berlin's westernmost suburb, the Senate of that walled-in city brought the Nuremberg production to its Theater des Westens as a moving gesture of honor and welcome to the modest man who had been through so much.

It was in 1969, too, that the Baltic Sea city of Kiel awarded Yun its Kunstpreis, and commissioned him to write his third opera. The working title was "Beloved Vixen," a ghost comedy, and was to have come out a year ago. But the pressures of work and illness postponed the project and during the intervening period its title was changed to "Spirit Love" ("Geisterliebe"), and its content to something more serious: a Chinese legend about Far-Eastern forms of reincarnation.

Thus recast, the opera had its world premiere as the opening event of the week-long festival of the arts and regatta with which Kiel annually celebrates the coming of summer. The event was an auspicious one. Yun was present to receive the acclaim of a less than sold out opera house. The applause for him and his work was genuinely warm with not a boo to be heard, unusual nowadays—and all the more unusual when you consider that the music, subject matter, and form of the hour-and-a-half-long work were completely foreign to Western ears, minds, and eyes.



©Hoendler-Krah

Takao Okamura in Isang Yun's new opera

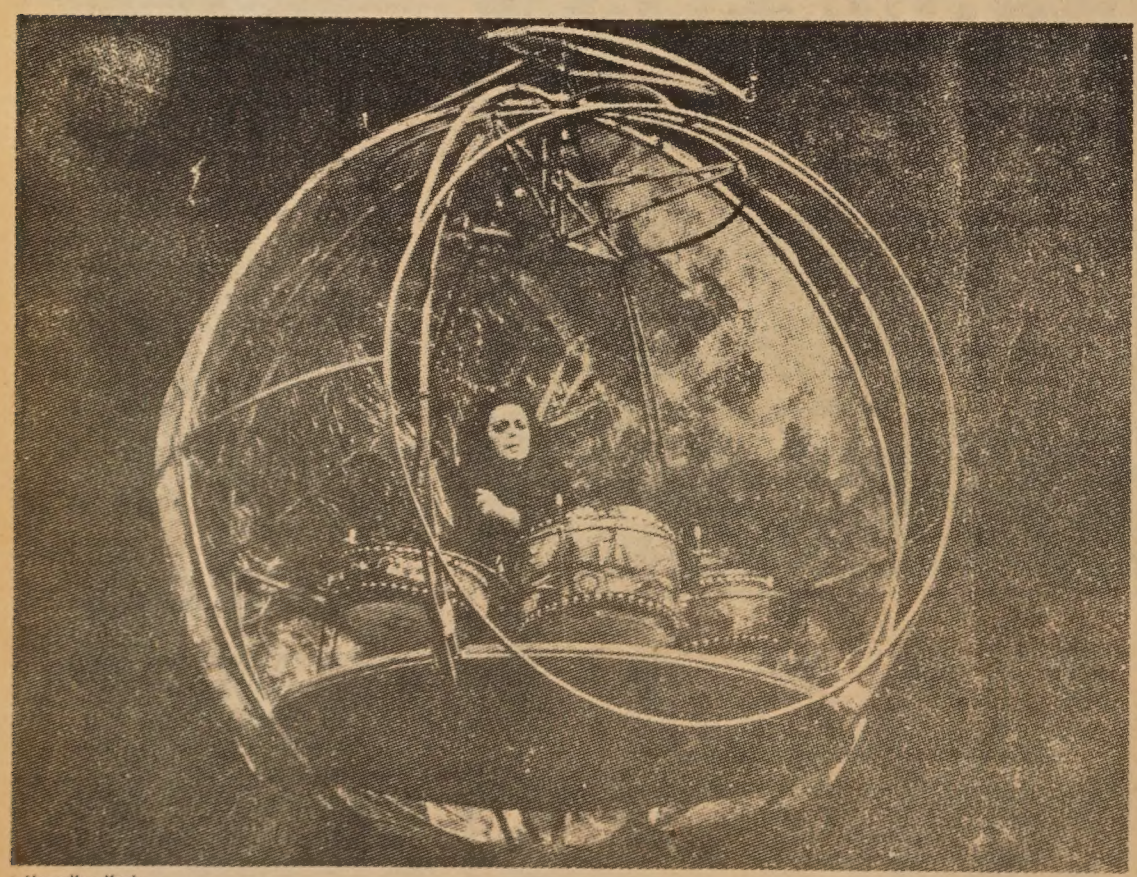
Here was no lyric drama in the conventional sense. Harald Kunz, librettist for all of Yun's operas, took the story from the Chinese novella "Rebirth," to be found in "Liao Chai Chi I," a collection of traditional tales first fixed in literary form by the 17th-century poet Pu Sung-Lin. Making extraordinary use of Western instruments for exquisite Eastern colors (only drums, gongs and rattles came from Korea), by shimmering, undulating flute, oboe, and violin clusters, which communicate a feeling of motion in repose, Yun tells the two-act tale of the young intellectual Pan Hon-San (sung with high tenorial conviction by Martin Häusler), who denies the existence of spirits and demons.

One of the latter, Son-Long (the fine Japanese baritone Takao Okamura), appears in human form as his landlord, Mandarin Tschang, and again as the mendicant monk Tsiä-Tse, conveying to him the messages of two vixen-spirits who are in love with him, the Lolitalike Ah-Hsiu, and a fox-vamp in her best years, Liang-Kung. They were sung with extraordinary mastery and differentiation by soprano Ingeborg Heimrich and American mezzo Pamela MacFarland. But, as veteran Martha Mödl makes clear from her narrator-priestess's spaceship, flown down from the flies to the accompaniment of her own virtuoso ceremonial drum playing, "Spirit-love means death." In losing his heart to the two vixens, Hon-San sacrifices himself to give them life and human form.

Chi-chi orientalism would have been death to such an essentially symbolic plot, and so director Harro Dicks and designer Ekkehard Grübler reduced everything to essential black drapes and stylized Chinese costumes with fantastic spirit masks which reflected marvelously from the shiny black floor and often appeared to be floating in air.

Conductor Hans Zender got lustrous playing from his orchestra and atmospheric singing from his coolie-clothed women's chorus, ranged on both sides of the proscenium—the "audience" for whom the story is acted out. The male chorus of spirits accompanied demon Son-Long to the border between ghostly and mortal worlds every time he took human shape, their features hidden by fantastic headdresses.

Antioperatic staging of esoteric subject matter maybe! Yun's "Spirit Love" was nevertheless one of the most worthwhile premieres of the season just over.



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Martha Mödl in world premiere of 'Spirit Love'

THE CHRISTIAN SCIENCE MONITOR

phones

Asian Community Center . . . 397-0629

Cameron House, Social Service Dept. . . 392-4768

Central Police Station . . . 553-0123

Chinatown Draft Help . . . 781-2922

Chinatown-North Beach Community English Language Center . . . 391-7583

Chinese Hospital . . . 982-2400

Chinese Newcomer Service . . 982-6737

Citizens Alert 776-9669

E.O.C. . . . 397-5305

E.O.C. Child Care Center . . . 771-4869

Human Resources Development . . . 433-0575

Neighborhood Legal Assistance . . . 362-5630

North East Medical Service (NEMS) . . . 982-6009

Northeast Mental Health Center . . . 989-5968

Planned Parenthood . . . 362-5728

Self-Help for the Elderly . . . 982-9171

Suicide Prevention . . . 221-1424 or 752-4866

Telegraph Hill Association . . . Health Clinic . . . 421-6441

Social Dept. . . . 421-6442

The Salvation Army, Chinatown Corps . . .781-7360

YMCA, Chinatown Branch982-441

YWCA, Clay St. Center . . . 982-392

CITY PLANNING TO MEET ON CHINATOWN

The Department of City Planni and the consultants for the Chin town 701 planning project wi present a status report on th project at the City Planning Con mission meeting on August 19th a 2:15 p.m. at 100 Larkin St.

The report indicates the natur and extent of housing and recrea tion problems in the Chinatow area, describes some of the policie and programs being developed i the 701 project, and indicates som immediate actions which should b taken by the City as important firs steps toward meeting Chinatown' housing and recreation needs.

On Thursday, August 26th, a 7:30 p.m., the Chinatown Citizen Advisory Committee will hold it next regular meeting. The focus o the meeting will be on the imple mentation of housing and recrea tion improvements for the China town area. The meeting will be helc at Cameron House, 920 Sacra mento Street.

KQED Chinese Community Hour

KQED-FM Radio 88.5 **Wednesdays, 8 p.m.**

The Chinese Community Hour for August 25 will present a program of selections from the Cantonese opera as follows:

1. *Lament in the Wood Shed.* An aria from the opera *The Search in the Academy,* where the slave girl, Cuilian, after a cruel beating by her mistress and locked in the wood shed awaiting further punishment, voiced her resentment and hoped that she be delivered from her miserable lot.

2. *Chaojun Goes beyond the Great Wall.* The sad song of Wang Chaojun, who, as a pawn in a political game, was being given in marriage to the ruler of the Xiungnu barbarians.

3. *Ode to the Lychee.* A song praising the lychee, best known fruit of Kwangtung.

Cantonese opera had long been popular among the people of Kwangtung Province, the southern part of neighboring Ewangsi, Hong Kong, and Macao, as well as the Chinese communities of Southeast Asia, the Americas, and Australia. The exact date of origin is lost in the murky mists of the past. But it is a known fact that Chinese operas were already being performed in Kwangtung during the Ming dynasty. However, full development of Cantonese opera as a distinct art form did not occur until the Ch'ing dynasty. At that time, China was ruled by the non-Chinese Manchus, and the opera in Kwangtung was often associated with acts of Cantonese resistance to the foreign rulers.

The story told of an operatic actor, Chang Wu, who, resenting Manchu oppression, fled from the north to Fatshan (near Canton) during the late 18th century. In order to make a living he taught Cantonese actors the more sophisticated acting techniques of North China. It was after this that Cantonese opera began to take shape. Today Chang Wu is revered as Master Chang by Cantonese opera troupes.

Another important event in Cantonese operatic history occurred during the T'aip'ing Rebellion when Li Wenmou, an actor specializing in warrior parts, acted out his stage role in real life and led a group of operatic actors, peasants, and workers in revolt in 1854. The Red Turbans, as the rebels were called, captured numerous towns and villages in the Canton Delta area and, for a time, threatened to take Canton. However, they were ultimately defeated. In retaliation for the audacity of Li Wenmou and his followers, the provincial authorities lnched a blood bath costing the lives of tens of thousands and Cantonese opera was banned for more than a decade until 1868. During this period some opera troupes had to go abroad to eke out a living among the overseas Chinese.

The Cantonese opera during the Ch'ing period was in many respects still performed in the same style as the northern Chinese dramas. However, the first half of the 20th century saw many innovations introduced which enhanced the distinctive qualities of the Cantonese opera: The singing style was changed, using less falsetto and more of the natural voice; Cantonese dialect was used instead of "stage Mandarin"; Cantonese instruments such as the butterfly harp and Western ones such as the violin were introduced; etc. Some of these changes improved the quality of the presentations; however, others were of indifferent value.

During recent decades, the opera in Hong Kong and among the overseas Chinese has continued to develop along these lines. At present, as an art form, the Cantonese opera is in low repute in these places. Plots lack originality and are often puerile; librettos are hackneyed and poorly written; acting and singing in general are not up to high artistic standards because of competition from motion pictures. Cantonese operas are now no longer regularly performed in Hong Kong nor among the overseas Chinese. In its native Kwangtung, however, it has seen a rejuvenation since 1949. In recent years the great effort has been to apply contemporary themes.

The performer of the selections on the program is Hongxiannu, one of the most popular contemporary Cantonese opera singers. Hongxiannu's real name is Kwang Jianlian. She is the daughter of a wine merchant from Hoiping, where many Chinese in America also originated.

Young Miss Kwang joined the opera during the 1930's, and she became the pupil of famed Cantonese opera actor Ma Shiseng whom she subsequently married. After World War II she was a popular performer both on stage and screen in Hong Kong. In 1955 she and her husband and family returned to their native Kwangtung where they quickly became active in the reforming and improving of the Cantonese opera. Today, at age 43, Hongxiannu is still one of the bright stars on the Cantonese opera scene and her beautiful singing is still highly appreciated by numerous music lovers in China and abroad.

HUGE TURNOUT FOR VOTERS REGISTRATION

The Chinese-American Democratic Club announced today that there will be an intensive voters registration in the Chinatown-North Beach area on August 21 and 22 (Saturday and Sunday).

As many as eight to ten registration stations will be set up at strategic points in the area. Each station will be manned by bilingual personnel. Information fliers in both Chinese and English also will be distributed throughout the area.

In making the announcement, the CADC also issued a preliminary report on the first major voters registration drive ever conducted in the Chinese community. According to the CADC, almost one thousand persons have been registered since the start of the drive three weeks ago.

"The phenomenon is unprecedented," said the spokesman for the CADC. The heavy turnout, according to the CADC, must be attributed to the widespread dissatisfaction with the city government among the Chinese and an increasing awareness among the Chinese that their voice and welfare have been largely ignored by the people in City Hall. "The Chinese people are frankly tired of being ignored and pushed around," concluded the spokesman.

The CADC, however, also attributed its success to the large number of volunteers working not only in the headquarters at 915A Grant but also in the streets in different parts of the city. According to the CADC, there are about 70 Chinese deputized registrars working daily for the drive. This too is a new record. Contact: 398-5731.

Pitcher Hsu Chin-mu is surrounded by bikini-clad girl admirers at a swimming pool during a tour Aug. 2 after the Tainan Giants won Pacific little league title the day before. Hsu, now 12, pitched the Chiayi Seven Tigers to victory in the Little league Pacific preliminaries last year.

AMVETS INSTALL NEW COMMANDER

Wailin Pon was installed as Commander of the Golden Gate Post No. 34, American Veterans of World War II, Korea and Vietnam (AMVETS) at the Hoy Ping Association auditorium. Installing officer was State Commander Louis G. Kelly of Long Beach.

National Vice Commander for Membership Bill Stewart presented a First Plaque to retiring Commander Jack M. Wu for the Post's membership achievement during the past year in the 50-100 members category. The Past Post Commander's lapel pin was presented to Wu by PC Henry F. Hoey for his outstanding administration during the past two years.

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近華埠四部新柏文出賣

一，在北海岸比街現有建築完成柏文一座內共有四都，分三睡房兩部，一睡房兩部，大車房，建築現代化，最合業主居住。歡迎樓業交換

二，美愼區近十四街及孖結街兩夫列，一部六房，一部五房，車房。新天面，新水喉。平賣三萬二千元。

華埠中心四部柏文出賣

三，天寅街近美臣栢文樓一座，內有三部一睡房，一部兩睡房，取價六萬九千五百元

四，上尾愼區有新建住宅數間已經完成，內分三睡房兩個半浴室，全新地氈大交際廳建式齊備，近 U.S.E. 大市場，學校，交通利便由華埠駕車，只十餘分鐘。

五，在三街火車站工業區附近有好地位小型咖啡餐室一間，平租最合夫婦經營，勿失良機取價四千五百元。

六，華埠衖尾愼街有棧房出賣，面積約一千八百方尺

以上欲知詳情，請電話或駕臨公司接洽。

本公司代理美國各大公司火[illegible]軍及各項燕梳，價錢相宜。請[illegible]

REGISTRATION

PALO ALTO—Registration for the Fall Semester of the Stanford Area Chinese Club's Cantonese Language School will be held at 7P.M. September 10, 1971 at the Covenant Presbyterian Church, 670 East Meadow Drive, Palo Alto. The classes will be divided into Beginner's, Intermediate, and Advance. For further information phone – 574-0279.

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國際市場推銷的管理

周維傑

現代各國工商企業人士無不深覺國際市場推銷的重要。在今日競爭世界中。如果將企業活動範圍只限於本國疆域以內，它的發展前途自必有限，或甚至趨於沒落。一個以牟利爲目的的公司，必須投資於報酬最大的地方，購買最低價格的原料，或半製成品，生產最富生產力的貨品，購買於利潤最大之處，聘用最好的員工以及作最有效率的研究和發展。但就國際市場推銷的管理而言，有幾點需要特別注意：

（一）海外企業的形式，國際市場推銷，可有若干不同的形式。有些，將在本國生產的商品，透過海外代理商，銷售於國外市場，有些在海外設廠製造，有些甚至和外國某些公司合併，共同營運。譬如今日美國各大公司紛紛在海外設廠，尤以歐洲爲中心。通用、福特和克里斯勒三大汽車公司在歐洲分廠，一九六四年的汽車生產量佔歐洲汽車總生產量百分之四十。它們分廠遍及歐洲共同市場和歐洲自由貿易聯盟國家各重要地方。可口可樂汽水雖爲美國出品，却在海外各地製造。因之，國際市場推銷，在某種情形下，已與國內產品是否運輸國外無關，而國際市場推銷舊有觀念，也自然需要加以作某種程度的修正了。

（二）時空觀念——成本與滿足爲國際市場基本的因素。但對於它們的考慮，却不能完全根據國內情況，作主觀的判斷。因之，欲期獲得國際市場推銷的成功，對國外市場的徹底理解，非常重要，首先在時間觀念而言，在美國接洽生意一定要準時，如漠視或輕視顧客，結果這筆生意可能就因不守時而失掉了。又如在美國有要事接洽，往往數月前就訂好晤談期間。市場滿足的條件，不僅在產品的品質，也與銷售的條件有關。同時，就空間觀念講，在美國，企業首腦辦公處所大都位於建築物的最高層，而法國則位於中層，以便於控制全局。在美國辦公室內面積大，表示地位重要，而在日本和阿拉伯國家，辦公室擁擠情況却是常態，並不顯示地位的高低。

（三）商業合同——若干國家交易完成需要用合同來表示。但就回教國家來講，文字書簽的合同有違於他們的榮譽感。如果請他們在合同上簽字，他們就視爲一種恥辱。每個地區都以爲他們本地的習慣法令是世界上最好的，因之任何公司想向國際市場進展，必須要瞭解當地的情形和適應當地的情況。

（四）國外市場調查——這是國際市場推銷管理上很重要的一環。擴展對外貿易，加强國際市場推銷，最基本的前提就是應當確定了市場在那裏？這一市場所需要的又是甚麽？必須先明瞭消費者需要甚麽，再確定生產甚麽和輸出甚麽。對國外市場所需要的商品，不僅只明瞭它們的品稱，還要知道它們的種類、規格、品質、外形、內質、時尚和供應季節等等。然後才決定輸出的貨品是否適時，適量和適價。譬如我國工藝品喜歡多加花色精巧，但有些市場可能需要單純而樸實的產品。布疋、毛衣等項更要重視花色、長短、式樣、以及流行的格調。又如日本玩具能够行市場的需要。二次大戰以來，本玩具製造工業有驚人的進展，它的生產額百分之八十銷售於國外市場，這就是日本的玩具產品在產銷各方面都能配合國際市場的要求。無論那一個國家，市場失敗主因即在產品本身不能符合消費者的要求，所以市場調查分析，非常重要，這種工作決非浪費，而能爲出口商或製造商帶來了利潤。即使花錢調查，所得結果是反面的（即證明該市場不需要本產品），但也可以避免錯誤，也不是沒有代價的。調查方法，或直接派人調查，或委託調查機關代爲調查。

（五）廣告包裝——國際市場的推銷，對於廣告和包裝，尤應特別注意。它們都是誘導消費者購買的必需手段。一種產品想進入國際市場，並想繼續維持它的國際市場，必須從事國際宣傳。廣告是工商企業和消費者之間的媒介，也是藝術智慧構成結晶，藉著有效的宣傳，才能達到產品推銷的目的。包裝對於產品的推銷，國際市場比國內市場，更爲重要。

（六）維持國際商譽和維持友誼關係——國際市場的推銷，有賴於良好信用的維持。如果不能保持信用，不僅引起法律問題，造成公司財務損失，也使該公司，甚至該公司代表的國家失掉了國際市場。國際貿易需要彼此信賴，而彼此信賴的根據，建築於友誼之上。雖然，各國風俗習慣不同，但人類之需要友誼，以及友誼建立以後易於辦事，世界各國是共通的。

總之，國際市場推銷的管理除了要注意前述各要點之外，並且還要機動地配合國際情勢的變化與發展，以求業務能欣欣向榮

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八月廿七日（星期五）　壯烈輝煌袍甲名劇　無情寶劍有情天　麗聲劇團賣座戲寶

八月廿八日（星期六）　愛情倫理文武兼備　近水樓台先得月　林家聲盡量發揮內心表情動人肺腑。

八月廿九日（星期日）　巾幗英雄歷史劇霸　梁紅玉　特頒吳君麗小姐要雙劍耍大旗打北派並演京派各種功架藝術

八月卅日（星期一）　詼諧百出包笑刺肚　搶錯新娘換錯郎　葉紹德。潘一帆。特爲麗聲劇團編撰

八月卅一日（星期二）　水滸英雄新編戲寶　林冲　林家聲一轉作風大賣英雄本色。

九月一日（星期三）　家傳戶曉百看不厭　胡不歸　薛氏嫡傳不朽名劇

九月二日（星期四）　輕鬆奇趣唱做喜劇　春風還我宋江山　是劇雙反串林家聲扮美女貪夜私奔君麗扮英雄較場比武

九月三日（星期五）　忠孝感人宮闈猛劇　碧血寫春秋　林家聲一人分飾二角大演看家本領。

九月四日（星期六）　文唱武打壓軸戲寶　薛丁山夜祭　樊梨花　林家聲。吳君麗打北派唱主題曲

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關宇

在東京，使人有沉不住氣的感覺，原因是日本人那一股衝勁和誇大的民族性隨處表現出來，暴發戶的氣候着實迫人。傳統地，日本人處於蕞爾小島，屬於以「榻榻米」爲計算單位的小木屋中，席地而坐，屈腰過門，沒有一點不是小家子氣的，所以中國人稱他們爲「小東洋」。

可是日本人自己呢，却稱爲「大日本」，「大和民族」，皇帝稱爲「天皇」，無一不以自誇，像東京，因爲人口密集，成爲世界第一大都會，日人亦以此沾沾自喜，十足表現「器小易盈」的度量。

其實近代的大都會的趨勢，大多都在減縮人口，因爲中等人家在交通方便的條件下都到市郊小城居住，而回到大都會工作，日本人恰巧相反，由於工業突飛猛進，農村人口轉移到都市去，乃造成東京之「大」。

近廿年來東京在建設上的成就，無疑地是相當輝煌的，高架道路和地下鐵路不斷增加，并擁有世界最長的單軌鐵路，但我處身其中，只覺其繁瑣而不見其具有大氣概。若以摩天樓爲大都會象徵，則東京近年雖不斷增建大厦，而至今最高者仍不

哥等大都市眞是大巫見小巫了。

話也得說回頭，日本人不眠不休，日以繼夜的苦幹精神（他們修築道路的工程，都是在晚間進行的），使戰後二三十年間擠身爲經濟大國確也使人佩服，但願他們不以「盈」生驕便好了。

我們的旅行團住在赤坂區的東急大旅店的，這旅店新建，共有五百六十六個房間，面積橫擴而不向空發展，長凡兩個街位，地下爲商業中心，一切設計都臻現代化，只是房間畧小，床子也是東方人尺寸，身長六尺以上的歐美人，便可能無容雙足的地方了。

東急大旅店是連環經營的　在東京有兩家，此外并有其他七家分設在日本各大城市。赤坂區這一家設在高架道路之旁，交通相當便利，房租每天約爲美金十四元之間，侍應生態度很好，曾受嚴格訓練，旅店內設有兌換外鈔處，我留東京期間的美鈔公價爲一元換日幣三百六十元。

晚餐在「東急」地下商場內的「留園」食　這是一家中國人所開設的豪華餐館。由於「中華料理」在日本大行其道，「留園」也有好幾間分店，以北菜爲主。但

殷式，據說耗資美金百萬，但生意滔滔　獲利甚豐，影响所及，其他「中華料理」，都爭投鉅資，注重裝修門面，紛作現代化設備了。

「中華料理」的筵席收費，以美金計也不算便宜的，例如由五十元至一百元美金一席的菜式，共不過十道，錢多錢少，是增加其份量而已。這十味菜如下：（一）特製拼盤。（二）太白蝦。（三）紅燒鮑翅。（四）蠔油燜鷄。（五）中式白柳。（六）糖醋鯉魚。（七）北菰肉片湯。（八）炒飯。（九）芝麻小湯圓。（十）棗泥切糕。

日本人向不重烹調，對中國餐有特殊的愛好，近年國民平均收入大增，冠於全亞洲，一九六二年才是年入五百二十餘美元，一九七零年已增至一千八百美元，所以消費能力很強，造成「中華料理」一片好景。

回到旅店，沐浴一過，差不多是晚上十時了，算算三藩市的時間却是凌晨五六時，晝夜顚倒，睡得不穩，起來看電視，節目內容十分西化，但彩色瑰麗，勝於美國的，日本於一九五三年才開始有電視映播，短短十八年間，其技術竟駕凌歐美，也實在不容易呢。

東京有七個電視台，但電視機中有一台專映播旅店內的設備和管理情形，住客可從電視機中獲悉你所需要知道的事情，也算是一種特

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我們欲挽救下一代的將來，我們必要團結起來，集中力量，參加「反對車載學童上課計劃」的行動——一、聘請律師上訴。二、請各社團及中西人士支持。三、請有錢出錢有力出力。四、參加我們罷課的行動。五、運用我們選舉的權力，選出一眞正爲我們工作的公務員。

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基辛格怎樣入大陸？

小人得志

基辛格這次溜進了中共大陸爲尼克遜總統搭線，究竟他是怎麼樣入大陸的？

根據記者們的綜合分析，遂認定基氏是在七月八日抵達巴基斯坦首都加拉蚩之後，只會見了巴國總統雅育汗，而後就稱胃部不適，需要調養。實則己於九日晨潛往北京，因此，基氏潛赴大陸，事前在巴國可能只有耶雅汗一人知悉。

可是，基辛格究竟是坐甚麼飛機去的呢？美國記者也有他們的一套分析。因爲基氏乘坐的是一架屬於尼克遜的私人軍用專機，由加拉蚩飛經北平，須經過新疆省，那裏是中共的核子武器發展中心，對於一架漆着「美國空軍軍徽及標識」的「美帝」飛機，在嚴密的空防上有着敏感性，很容易發生意外，所以，記者們認定基氏縱使膽大包天，也不見得敢於冒此大險。

於是，猜測基氏另一個可能性是改乘中共所派去迎接他的專機，但中共最好的民航飛機伊留申十八型，速度很慢，比波音七〇七要多飛行一個多小時才能抵北京，如果基氏的任務急如星火，爲減少飛行時間，採行這個方式的可能性便也不大。

那麼，另一條路就是搭乘巴國航空公司定期飛往北京的班機，當然，這個方式所躭誤的時間更多，且不安全，蓋巴國定期飛大陸的航綫，是先由加拉蚩起飛，而後穿越印度內陸飛抵達卡，自達卡再飛廣州、而上海，最後才抵北京，這樣東彎西轉，自非最佳途徑，而且九日的班機，須十日才到北京，與事實也不相符。

所以，記者們幾乎衆口一詞的肯定，基辛格首日會見雅育汗，目的卽在由雅育汗安排一架巴國專機（說不定就是雅育汗自巳的座機），作爲交通工具，坐巴國專機，不問從加拉蚩起飛，或到北京降落，都不至引起太多的注意。

基辛格是一個醉心十八世紀宮廷的外交謀略者，這次潛赴北京的拿手把戲，使他最近以來始終掩不住得意之情笑口常開。想他在北京會見周恩來之時，私底下一定也深以爲周氏該像曹操激賞劉備一樣，說一聲「天下英雄，唯使君與操耳！」的狂傲的話才對。華府社交界便有人指出，基辛格私心崇拜周氏，譬周氏爲共產世界「第一策士」，那麼，基辛格此話是否在暗示他自巳是自由世界的「第一策士」呢？有一個小報記者曾當面捧他：「你簡直就是美國的周恩來。」老基不以忤，還自以爲幽默的回稱：「周恩來應該是中共的基辛格才對。」言下這個世界似乎就只他與周恩來兩人似的。

（摘自「新聞天地」）

東西文摘

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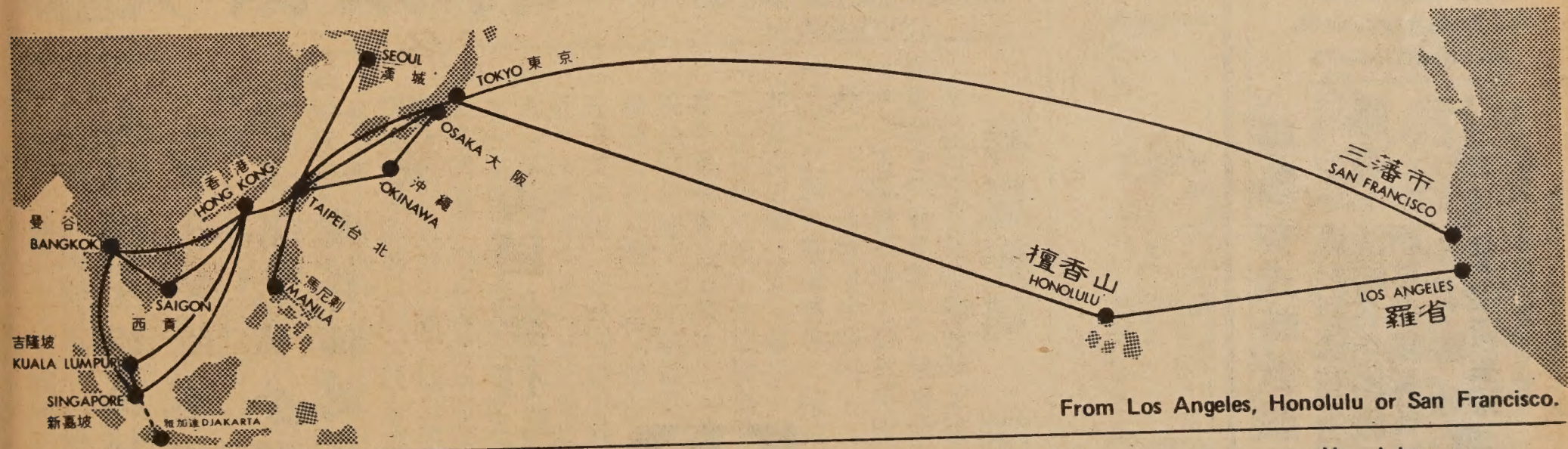

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隨筆

職業

余卓雄

喜歡猜想；牧師每個星期只是證道十五分鐘，餘下的時間怎樣消磨？

有一次在宴會席上，隣位的還加油添醋地說了一個我聽過很多次的笑話：「十五分鐘的講詞，就能把會衆全都催眠。然後，兩個招待員上來收献金，把別人勞苦得來的錢財拿走，詩班接着唱道：「啊哩路亞，讚美上帝」……哈，哈，哈，哈……」。另一個人信以爲眞，羨慕地看着我，一面說：「恭喜，恭喜」。

女兒嘉恩讀幼稚園的時候，老師問她：「你爸爸幹甚麼行業？」「他甚麼都不做，他只是說話。」嘉恩的回答並不全都錯誤。等到她再長大一點，她問媽媽道：「爸爸是一個名人嗎？」「爲甚麼你如此發問？」妻反問她。嘉恩肯定地說：「因爲爸的照片常刋在報上。」「名人」與否，我從不介懷，但連自己的女兒也對父親的眞相不明，又何可怪責別人的「無知」？然而我總是遲延爲本身辯護，恐怕被人誤會愈深。倒是當我和青年們每次談到就業升學，愛把經驗和他們一同參考，那也是我最開心暢說的時間。

曾有過這樣的一天，我剛從墳場主持一個喪禮回來，便和一班青年領袖們商討夏令日營的開設，跟着替一對準新人籌劃他們的婚禮。一個心事沉重的丈夫進來，報告她妻子的病狀。一個酒味薰人的彪形大漢推門而入，命令道：「我要兩毛錢」。我認得他是誰，說：「威廉，你又喝醉了」。他一扯我的領帶就要打。晚上，才要休息，電話鈴聲劃破了黑夜的寧靜，對方的聲音異常急促：「快過來，夏明要自殺了，他已經神經錯亂」。我跳上汽車，在睡着的馬路上奔馳，幾乎想衝過懶惰不動的紅燈……。

一天之間飽嘗生死樂哀，不過是人生的縮影。我每天的工作典型大約可分四個部份；㈠來往文書。㈡會見來訪的人，也出去沿門訪問。㈢出席或主持集會。㈣靈修和自修。過了夜半，才在安樂椅上坐下來，看看電視明星訪問各色人等的節目，這時是我「袖手」旁觀了。

一個牧師究竟是怎樣的角色？他是一個屬靈的牧養者，是會衆的僕人。他又是一個丈夫、父親、雜役、青年工作者、教師，社會工作者、籌欵者、家庭顧問、辦事員、車伕、清潔工人、醫院的巡迴安慰使者。他出入監獄、法院、警察局、富人之家、貧民窟、和酒吧間，聆聽無盡的傾訴。他有組織的能力，又能忍受辱罵。他擅長音樂，美術，和一般法律常識。他知道會計和統計學，有言語才能，使文盲了解，使學者信服，他是小朋友的大朋友，是年老人的小孩子，他把希望從這一代傳到下一代，維持人類在道德上的平衡與追求，他的一切努力，越過生命的另一端。

我生來酷愛寫作，小時把自己的作品釘成一冊，用以自樂。我唸過新聞學，做過新聞工作，寫的是人的行爲，不外是誇張刺激，使人駭目驚心。人和人一天的磨擦，能夠有多少好消息，可以帶給讀者一點心上的平安呢？

我現在仍舊是一個新聞記者，要傳的却是那佳美的福音，「因爲主的靈感動我，叫我報訊給那些被擄的得釋放，瞎眼的能看見，受壓迫的得自由」。

在我們結婚後的第四年，夫妻一同感悟到服務的眞諦，願意把我們的家奉獻。到了第七週年才堅決意志，所以絕對不是感情一時的衝動。在我們入學受訓期間，曾簽誓詞甘受受貧苦，一生爲神爲人，永不後悔。但我們的報酬豐厚，就是能眼見信靠上帝的人的新生！

我常常要塡些表格，在職業項下寫上「牧師」兩個字，牧師是一種職業嗎？職業牧師的結局如何？誠然「職業」是個名詞，用不着那麼敏感地去維護自己的「尊嚴」，但罪惡與眞理從來勢不兩立，而牧師也不過是一個平常的人，我們要接納的是上帝給人救恩的道路。

當年耶穌看見人羣緊隨着他，如同無牧的羊，就憐憫他們——這便刻劃了一個牧師的剪影了。我們的兩位千金長成以後，男朋友撥來的電話响個不停。但我家有個規則，談話時間不能超過五分鐘，她們明白在等候撥通電話的人，可能繫于生死之間。

在我四周，還有一班志願克己的信徒，協助把天國的理想，在地上實現。我們入世傳道，但不屬於世界，似貧窮，却富足。似憂慮，却滿足喜樂。

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吃拖鞋飯

沙加緬度有一對夫婦離婚，每人領養兒女兩名，離婚婦則每月交一百五十元與前夫作爲贍養費，此爲美國有史以來離婚男子獲贍養費之首次。

金山客曰：此男人亦入於「吃拖鞋飯」之列否？

青年「早熟」

加省下議院通過修改憲法，將加省合法飲酒年齡，由廿一歲降至十八歲。

金山客曰：美國青年之「早熟」，由此可見。

「四大害」樂園

三藩市犯罪委員會通過一項建議，伸吸食「大麻」毒品合法化，與飲酒同等地位加以管制。

金山客曰：美國既無道德繩束，在飲酒年齡降低，娼妓合法化，賭博合法化，吸毒合法化等高唱入雲之際，使人有美國成爲「嫖賭飲吹」樂園之感。

肚痛找毛廁

美國國家安全顧問基辛格在越南視察之後順道訪問巴基斯坦，突然以「肚痛」爲由，僞稱前往拉華邊第北部之山中療養，實則偕隨員三人飛赴北京爲尼克遜總統訪問中共鋪路，世稱之爲「肚痛外交」，

金山客曰：妙哉，外交而稱「肚痛」，因便急不得不往找「毛」廁也。

得啖笑 現場錄音

✱無聲錄音

有一對夫妻鬧左交，你唔咪我，我唔咪你，成個禮拜，爲夫者想得妙計，要老婆先叫佢以挽回面子，乃於睡前留一字條俾老婆曰：

「明日朝早七時叫醒我！」

爲妻者心知肚明，唔肯落威先叫佢，第二日朝早，亦學老公辦法，留一字條俾佢曰：

「現己七時，速起床！」

華埠人語

✱良師指導華厨

華厨班開課以來，現己晉入第六週，課程悉照進度施行，近由義務導師梁師傅親自示範。學員等喜獲良師指導，咸表愉快。今後每週將由前聘義務導師輪次講授心得及經驗，務期學員等充實所學，勝任

✱林清霓畫展

著名中國畫家林清霓教授，去年應邀囘國出席國立故宮博物院古書畫討論會後，順道赴東南亞各國訪問并考察現代繪畫趨勢，同時將其近作巡迴展出，爲期十一個月，上月始自東京飛返本埠。

此間畫壇權威張大千，鄭月波，劉業昭，王昌杰，熊德明諸教授，特聯合發起舉行林氏旅美十年作品展覽，經於八月十四日起假中國藝術舘舉行。展出作品，除一部份爲傳統作風外，其餘多屬此次在東南亞各地以新風格筆墨構成，且純以台灣橫貫公路名勝爲題材，筆墨混化雄奇，新意盎然，惟仍保持一部份傳統優美作風，咸認林氏數十年來，苦心孤詣之創作，中外畫評價甚高。

✱啓蒙學校招生

華埠北岸區啓蒙學校招生，即日起至八月卅日止，凡在一九六六年十二月二日至一九六七年十二月三日出世之兒童，居住在本區內而家庭入息低微者，皆可報名。報名地點：每星期三五在華埠都板街一〇四三號四樓新僑服務中心。每星期一二四在北岸區車市納街七一五號華埠北岸區托兒所。

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Court Denies School Busing Stay

經輔會革新 貧民選代表

華埠北岸區經濟輔導會成立將近六年，爲目前華埠最具影響力機構之一。附屬於該機構的幷有安老自助處、家庭計劃會、青年協會、法律援助會等，而英語中心，啓蒙班、托兒所、東北衞生模範中心等均直接或間接與經輔會有關。其服務範圍包括了一般貧民、老人、青年、幼童、及新移民等。

這一個重要的機構最近改組，由八月一日開始，華埠北岸區經濟輔導會之原有組織不復存在，改爲中央集權制，由市經輔總會管轄，將全市分爲十二個服務中心，華埠北岸區以外，一部份之「列治文區」貧民，亦屬這一區服務之列，易言之，即是將過去集中五貧區服務的組織，分散爲十二處，使更能普遍爲貧民謀取福利而獲取反貧戰爭之成果。

此一新計劃名爲「NEW TRUST」，以原定五個貧區—懇打士泮區、密慎區、市中區、西增區、華埠北岸區爲主，分別成立各地區參事會，作爲基層決策機關，而行政方面則由總會統籌統辦，原有職員，則由總會經訓練後，指派爲五項主要反貧計劃工作。

此五項主要反貧計劃爲：(一)房屋計劃。(二)保障消費計劃。(三)教育計劃。(四)發展人力計劃。(五)開發經濟計劃。

在各地區參事會未正式成立之前，暫時由一臨時地區參事會執行職務。將來地區參事會之主要功能在選派代表參加市經輔總會董事會爲董事，該等董事有權對市董事會之各項提案提供意見，幷代表各該地區監核所提之方案是否受到重視，所分配撥款是否公允？易言之即貧民代表可有機會在全市性之董事會中爲貧民說話。

地區參事會之參事人數，最少要有二十一人，其中政府官員代表佔三分一，但貧民代表應佔大多數，餘爲該區社團代表，若以廿七名參事爲例，則貧民代表爲十四名，政府代表九人，社團代表四人，

改組後，各地參事會將按照號碼排列，不再冠用地區名稱，如原日之華埠北岸區經輔會，將易名爲三藩市經輔會第四區分會，此一分會幷包括列治文區在內，除原有五大貧區外，新增之服務中心幷包括海特阿殊波利區，固力海威區，奧臣威區瑪實英古晒區等。

市經輔總會爲使貧民選派代表，參加各地區參事會，頃已飭令各地區進行選舉，依照下列各項辦理：一、選民登記日期由八月二日至九月四日止。二、投票選舉日期，各地區一律於同一日舉行，定爲九月十八日。三、選舉人須爲選區內居民，幷符合經輔會之貧窮標準。（凡領取福利及糧食券居民，均屬合格。）四、選舉人年齡，須在十八歲以上。五、候選人須由區內貧民二十人聯署提名。

又華埠北岸區之經輔分會，現已開始辦理選舉登記，登記地點如下：一、士德頓街一〇七四號華埠經輔分會。二、哥倫布街七二二號經輔分會北岸區辦事處。三、天后廟街卅六號英語班。四、舊華埠巷三號安老自助處。

選舉時，將使用市選機器，設選舉所由貧民投票選出代表。

名伶吳君麗（右）林家聲（左）自港飛抵三藩市在機場留影。（中原攝）

僑聞納集

※移民額已用盡

據美國駐香港移民局主任透露，近來難民登記申請來美者，每日超過百名以上，以致移民局方面工作異常繁忙。據稱，華人於三月前申請，而已被批准者，均已開始來美，可能在最近短期內全部來美，數目約有三千五百人。另有三千五百人名額，則撥與已在美國之華人，而作調整身份之用。

據稱，因最近申請難民來美者太多，今年之攤額已用盡，最近申請者，可能要等候兩年。

本報八月下旬渡假一週，八月廿五日無報，暫停一期。九月一日繼續出版，尚希讀者留意。

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